

“A STUDY OF AWARENESS OF WORK LIFE BALANCE AMONG EMPLOYEES OF SUGAR INDUSTRY- A CASE STUDY ON RENUKA SUGARS, BELAGAVI”

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ABSTRACT

Today Indian economy is witness to Globalization as its peak and the environment of some organization and more number of sugar enterprises in India was adversely affected by the same environment. The present era represent the life with full of complexities and uncertainties, under this scenario, Human resource managers are facing the biggest hurdles to maintain the proper Work life Balance of their work force but employee fail to maintain the Equilibrium Emotional relationship between Family members and colleagues and hence ended with work life conflict.

In response to shifts in the labor market and the changing nature of work, Work-life balance is now at the top of the agenda for government and business. While work-life balance traditionally focused on family-friendly workplaces – essentially concerned with enabling mothers to balance work and childcare responsibilities – there is increasing recognition from Organizations that work-life balance is about more than families, and are instead helping employees to have access to working arrangements that are compatible with their other responsibilities, lifestyle and, of course, their work. It is also recognized that work-life balance can lead indirectly to productivity Gains through increased retention and helps organizations to respond to Customer needs more effectively.

KEYWORDS: Globalization, Sugar Industry, Work life Balance

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INTRODUCTION

The Paradox of Globalization is that, though it comes with lots of opportunities to existing labour market but also gifted with an environment which does not suit for creating conducive working environment in an establishment. Present working style of workforce is suffering by the negative qualities like Job Stress, Labor turnover, increased absenteeism, unhealthy competition, stressful relationship between Management and Employees, Lack of self motivated employees, Increased Downsizing Practice and Layoffs, Strikes and lock outs and so on. As results, the life of employee becomes very difficult and they fail to maintain the proper balance between the Work and the Life.

WORK LIFE BALANCE

The English Dictionary¹ defines Work Life Balance as, the amount of time you spend doing your job compared with the amount of time you spend with your family and doing things you enjoy, it can be difficult to get the right work-life balance.

Work-life balances, in its broadest sense, are defined as a satisfactory level of participation or to reach the perfect mix between the numerous roles in a person's life.

Definition: According to "Pitt Catasouphe (2006)" Work Life Balance is defined as a state of equilibrium in which the demands of both a person's jobs and personal life are equal. It is nothing but investing equal amounts of time and energy between work and personal life"

It is a process of reaching or maintaining the equilibrium between two important elements of human life:

- Work life
- Personal life

Work-Life Balance does not mean an equal balance of Work life and Personal Life. It means the power of an employee to plan the equilibrium of hours for professional and personal life so as to lead a healthy and peaceful life and be efficient and effective during working hours.

Work-life balance is a state of balance in which the demands of both a person's job and personal life are the same. Over the years, there is a growing awareness that the quality of an employee's personal life and family life impact work quality and that it makes business logic to endorse work and family amalgamation. A conflict between work and family has real consequences and negatively affects the quality of family and career attainment of both men and women.

Work-life balance is about successfully managing the equilibrium between paid work and all other operations that are important to people such as family, religion activities, charitable work, personal improvement and relaxation and recreation.

Government has also recognized that this is the domain of policy: the right to request flexible working for parents with Children aged under six or disabled children aged 18 and under was Introduced in 2003 and has bedded in well. This right is being extended to careers in 2007. The typical business case for work-life balance lends itself better to the practices and languages of the private sector. However, despite the different needs of public and private sector organizations, many of the work-life balance drivers are similar:

- Increasing services' customer focus
- Reducing absenteeism
- Attracting and retaining talented people
- Improving productivity and making efficiency gains.

REVIEW OF LITERATURE AND SIGNIFICANCE OF THE STUDY

K.G. Senthilkumar (2012)² revealed from their analysis that the respondents of old age group and female group have seeming greatest level of stress in balancing their work and life. The results of the chi-square showed that there is a close relationship between age of the respondents and their level of stress in balancing work and their personal life. In the same way, there is a close relationship between gender of the respondents and their level of stress in balancing work and life. Hence, it is suggested that the organization should widen work life policies such as special leave facilities, parental or family support programs and health care programs.

S.P.Karuppasamy Pandian & Navulur Krishna Surarchith (2013)³ revealed from their analysis that, providing a working environment which help employees to balance their work life become the prime ingredient of organization victory. Work-life balance is a beneficial process for non teaching staff, managers and the organization as a whole. It has been shown that work-life balance results in increased non teaching staff satisfaction, involvement in their work. At present, institutions have major problem in retaining staff, for which they are developing emotionally engaged workforce by various work-life balance practices. The management should not consider these engagement programs as costly. Staffs are to be considered as an asset of the organization and this cost involved should be treated as an investment to nurture the staff and also to drive the organization in a smooth and profitable comportment

Noor Fatima et al (2012)⁴ according to Noor Fatima's study on factors affecting the Work Life Balance of faculties in Universities. This study revealed that 146 teachers responded that is included in the study. The statistical analysis study reveals that the factors affecting the Work Life Balance of faculties are. Support from partners, colleagues support at work place is some of the factors affecting Work Life Balance.

Bimaldeep Kaur (2014)⁵ suggested that people in metro cities and giant organizations are giving very less time to their families and there should be some solution to solve such problems hence childcare facilities and work from home especially for women will help in Work Life Balance to achieve the company goals.

R. Baral and S. Bhargava (2011)⁶ emphasis the need to go beyond the welfare concept and adopt Work-Life Balance strategies such as family supportive culture, congruence between individual needs and organizational solutions. The organizations should change themselves from employee friendly to family friendly practices.

Jagdeep Singh (2013)⁷ way discusses the family friendly initiatives that are benefits the employees and the employees, creating family friendly supportive work culture, personal values, believes and lifestyle and finally the spirituality aspects.

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Karakas and Lee, (2004)⁹ explained work life balance issues as spending good time with family members, getting free time to be able to relax for emotional wellbeing and health of family members , having good communication and support from the fellow colleagues, obtaining high quality child care and education; and being satisfied with the work load.

RESEARCH METHODOLOGY

Research methodology is a process which includes the systematic and scientific techniques which are used to solve the research problem. It may be implicit as a science of studying how research is done.

SOURCES OF DATA COLLOCATION

Data needed for the proposed study shall be collected from both primary as well as secondary sources, In order to gather in-depth and detailed information regarding the work life balance and its benefits with some innovative work life balance practices.

Primary Data: Primary data is personally developed and gives the latest information. They are not published source of data and have to be created. The process of primary data collection is highly time consuming and involves high cost. The data is gathered specifically for the problem of study. The primary data is collected by circulating Questionnaires to the employees of 50 sample size.

Secondary Data: Secondary data are published or semi-published data. They are readily available for processing and save time. The entire preliminary investigation is based on secondary data. Data regarding the profile of the organization has been collected from different source like, company files, and by holding discussions with personnel manager.

OBJECTIVES OF THE STUDY

- To explore the awareness of work life balance among employees.
- To find out effects of Work Life on Personal and Professional Life.
- To find out modern practices to improve Work Life of employees.
- To explore factors affecting Work Life Balance of employees.

SCOPE AND NEED OF THE STUDY

The study is restricted to Renuka Sugars Ltd and most precisely with the working force of Head Office situated in Belgaum to know and study about the modern practices to improve work life of employees, if practiced. Also factors influencing and affecting the work life of the employees.

ANALYSIS AND FINDING

As work life balance of an employee consist the mechanism/ factors affecting both from Personal Life and Professional working conditions, where as Work Life Balance conflict refers to the situation where an employee faces challenges to balance his/her work life with personal life commitments. Following are the two groups consist with different parameters and feedback on the same from the selected respondents.

WORKING ENVIRONMENT

Organization culture and working environment of the enterprise or company may highly influence the work life balance of employees working with them. Following chart depicts different attributes with highest scaling percentage of working environment consists like working hours, over time, feeling inefficient, and relationship with manager etc and by which it depicts that management and employees are aware of the work life balance practices:

Table 1

Sr. No	Attributes	S.A. (%)	Agree (%)	N/D (%)	Disagree (%)	S.D. (%)	Total (%)
1.	Working Hours.	50	50	---	---	---	100
2.	Thinking about work.	---	30	20	40	10	100
3.	Initiative by Company to manage work life balance.	20	80	---	---	---	100
4.	Company offers In-house medical facilities for employees.	---	30	20	50	---	100
5.	Employee can take time off during work to take care of personal or family matters.	---	30	10	50	10	100

PERSONAL/ FAMILY ENVIRONMENT

Family set up and type of family will also have a greater impact on the process of maintaining work life balance of employees. Following is the chart that depicts different elements of Family or Personal environment includes time spend with family, attending parent meeting, attending social commitments with family, time to take care of dependents and time for personal improvement with scaling etc. and by which it depicts that management and employees are aware of the work life balance practices:

Table 2

Sr. No	Attributes	S.A. (%)	Agree (%)	N/D (%)	Disagree (%)	S.D. (%)	Total (%)
1	Don't get time for personal improvement.	0	10	0	80	10	100
2	Time for caring dependents.	0	30	10	50	10	100
3	Attending social commitments.	---	30	10	50	10	100
4	Company organizes holiday camps and picnics to manage work life personal life.	0	30	20	50	---	100
5	Job requires that I keep learning new things.	30	70	---	---	---	100

FINDINGS

The following are the some important findings which are reflected by the analysis made in the table 1 and table 2:

- The table 1 show that 50% of the employees strongly agree with the working hours practiced in the company. Which indicates that the company practices the standard working hours and employees are happy with the working hours?
- The table 1 depicts that 90% of the respondents neither agree nor disagree on that the manager allows them to discuss their family commitments with their colleagues or with the manager. Which indicates that manager fails to maintain the cordial relationship with his subordinates.
- In the table 2, it deflects that 70% of the respondents employees agree that that their job requires them to learn new things and that keeps employees more efficient and engaged. And accordingly their productivity remains efficient.
- The analysis in the table 2 shows that the 80% of the employees disagree that they do not get time for personal improvement. And in turn it indicates that employees are reserve their time for personal improvement.

- Initiative by Company to manage work life balance as per the analysis shown in the table 1, 80 percentages of the selected respondents Agree that Company initiate a number practices to help employees to maintain work life balance. The Renuka sugar help its employee to maintain Work life Balance by providing different mechanisms, few of them are listed as follows:
 - Company organizes holiday camps and picnics to manage work life personal life. And 20 percentage of the population Agree to the statement as per table 2.
 - Company offers In-house medical facilities for employees and the same is reflected in table 1 as 30 percentage of the population Agree to the statement. That mean company is bound to take care of medical emergency.
 - Employee can take time off during work to take care of personal or family matters and the same is reflected in the table 1 and 30 percentage of the population Agree to the above statement. It indicates that Manager helps employees to engage their family from work place.
 - Job requires that I keep learning new things and table 2 shows that 70 percentage of the population Agree. And therefore manager and company take necessary steps to improve employee's personality. It also indicates that company takes all creative steps to make its job more attractive.

CONCLUSIONS

To conclude on the basis of analysis and findings from the table 1 and 2, it is observed that Company has taken and proactive in providing scope for his employees to maintain the work life balance. On the other hand, employees are very much aware of the different mechanisms and practices of the company, which will help them to maintain work life balance viz employees are happy with working hours, employee feels that the job allow them to learn new things, employees are happy with the in house medical facilities and relationship with the immediate manager in the company.

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